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## The Impact of Artificial intelligence on Journalism: The Perception of Journalists in Balochistan

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### Abstract and



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## Abstract

Over the last few years, Artificial Intelligence (AI) has become increasingly prevalent in the field of mass media and newsrooms. The revolution brought by Artificial Intelligence has transformed journalistic platforms by offering new insights and opportunities. AI is reshaping industries worldwide. Its integration into journalism has led to significant changes in data analysis, news production, automated reporting, media workflows, and audience engagement. However, regional uses of the term Artificial Intelligence remain largely unexplored. Despite global advancements, little research exists on how AI is being adopted within regional media contexts, especially in underrepresented areas like Balochistan. Using a qualitative approach, this study gathers insights from in-depth interviews with eight journalists from Quetta, Balochistan, representing electronic, print, and digital media to assess the extent of AI use, its impact on journalistic practices, and organizational influences. Thematic analysis reveals that although most journalists in Balochistan are aware of AI tools, they use them occasionally for tasks like research, news writing, and data collection. The study highlights that there is no deep integration of AI within local news bureaus and discusses the broader implications of AI in Balochistan's media landscape. These findings help fill a critical gap and contribute to a better understanding of AI's role in journalism, emphasizing the need for improved infrastructure, policies, and training. This support is essential for the effective adoption of AI to shape the future of journalism in underrepresented areas like Balochistan, Pakistan.

**Keywords:** Artificial Intelligence (AI), Journalism Practices, Regional Media, Balochistan, Newsroom Technology Adoption

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## Introduction

The rapid advancement of Artificial Intelligence (AI) has introduced transformative changes across various sectors, with journalism being no exception. Globally, AI technologies are being increasingly integrated into newsroom practices, influencing how news is gathered, processed, and disseminated (Rahman, 2025). From automated content generation and large-scale data analysis to recommendation algorithms and audience engagement tools, AI is redefining traditional journalistic roles and workflows (Sonni et al., 2024).

The landscape of journalism is changing; it brings exciting opportunities; on the other hand, but it also brings challenges. As this digital technology is growing, news organizations utilize the Artificial intelligence tools to assist them in different aspects of their work, like writing of articles, data analysis, fact checking and personalized news delivery, which allows journalists to generate more quickly (Alam, 2024). News is now created through the use of computerized tools and algorithms and also affecting how it is produced, received and shared. The traditional newsrooms are shifting towards data-driven practices (Hussain et al., 2025).

News agencies such as Associated Press, Bloomberg, and Reuters have already been using AI for tasks like in-depth and investigative reporting, financial reporting, AI video highlights, story personalization, and real-time data monitoring. From audience engagement tools to data analysis and automated content generation, it is changing the way journalists work and the jobs they do. However, the impact and adoption of these technologies can be varied significantly based on institutional, regional and cultural content (Khattak et al., 2025).

In Pakistan where media is entering in the digital era Artificial intelligence is getting more important and more algorithmic (Khattak et al., 2025), meanwhile Pakistani journalists lack in awareness about Artificial intelligence and have limited interest in adopting technological innovations in their routine practices as a result of lack in trainings and insufficient government strategies (Jamil, 2022). However, journalists use Artificial intelligence but there are some concerns about its ethical implications (Tariq M., Aslam, Shakoor, & Ilyas, 2024) fear of job loss and public trust as well (Banafi, 2024.; Khattak, Nasir, Usman, & Raheem, 2025.; Verma, 2024). There is a need for the better understanding of Artificial intelligence for these changes in Pakistan (Hussain, Anwar, Iqbal, & Nasir, 2025).

In Pakistan, the media industry has undergone through important transformation due to the rise of electronic and digital media platforms. However, the penetration of AI technology remains at its early stages. Some national news media outlets have experimented with AI tools, while mostly rely on traditional reporting this situation is particularly visible in Balochistan, where media organizations often face socio political challenges, resource constraints, and technology limitations. As Pakistan's largest province by area, yet Balochistan is one of the least developed in terms of media infrastructure, this province provides a unique case to explore how journalists perceive and engage with AI technologies in their professional work. This study is exploratory in nature and seeks to investigate the localized

impacts of artificial intelligence on journalism industry and the evolving perceptions of journalists in Balochistan.

The research aims to address several key questions: Firstly, what extend are Artificial intelligence technologies being adopted by journalists in Balochistan? Secondly, give insight about the impact of Artificial intelligence in changing journalistic practices? Finally, how to media organizations influence the adoption and utilization of Artificial intelligence in journalism?

## **Literature Review**

The transformative impact of Artificial intelligence on the global industry of journalism indicates that AI technologies enhance the journalistic efficiency and capabilities mean while also introduces more challenges according to authenticity, accuracy, additional judgement and ethical standards. The adoption rate of Artificial intelligence varies across various regions in north American and European newsrooms observed Artificial intelligence with higher implementation as compared to Asia and Africa's respondents use it for the different task such as personalized new delivery, content generation and for data analysis also South Asian journalists notified that Artificial intelligence offers effective instrument but without strong infrastructure and investment also its full potential has not fully used yet (Almakaty, 2024).

Alerachi, et al., in 2025 illustrate applications of Artificial Intelligence such as natural language processing, deep learning and scalable cloud structure already modify the process of journalism from fact checking, data collection to reporting and dissemination of content. Reuters, news tracer and Associated Press already use Artificial intelligence system to boost their works by increasing the productivity and producing more accurate as well as widespread content. Regardless of this change, the adoption of Artificial intelligence in journalism remain challenging. Algorithmic bias, possibility of misinformation and worries about accountability and fairness shows that we need strong rules and careful monitoring. The use of Artificial intelligence in newsroom allow to focus on making strong rules about the use of Artificial intelligence and make sure that people stay in charge of journalism process.

The effect of the digital technology on the industry of news media are being felt globally, by varying various manifestations across the different regions. A lot of large media organizations of developed Western countries are using Artificial intelligence technologies and automation in their news rooms. This is somehow not the case in developing countries that confront multi-facet challenges to enhance Artificial intelligence related technological advancements in their news ecologies. In addition, the Pakistani journalists lack the awareness and are having limited interest in Artificial intelligence driven transformations to promote their hostility and fear of adoption technological innovations in their routine practices as well as keys obstacles of adopting Artificial intelligence driven journalistic tools in Pakistan's mainstream media, including economic and technological constraints, lack of

journalistic trainings, and insufficient government strategy and the divide of digital country (Jamil , 2022).

Lòpez et al., in 2021 advocates to provide trainings in digitalization to journalists for the transparent uses of Artificial intelligence and to maintain intelligence n accuracy in auto-generated content and consider Artificial intelligence as assistance technology.

Kazmi & Ali in 2025 explore the role of Artificial intelligence in journalism from perspective of media professionals belongs to Islamabad, Lahore and Karachi. The conclusion highlights dual narrative: Artificial intelligence promises to transform journalism through productivity, customization and advancement but it comes at the cost of significant moral and practical issues. Journalist view Artificial intelligence as a tool that help them to automate repetitive work and enhance narration to allow them focus more on investigative reporting and creative effort.

The study conducted over from newsrooms to algorithms by Hussain, Anwar, Iqbal, & Nasir (2025) highlighted the Artificial intelligence implementation used in the media organizations throughout the world. And explores that the Pakistani media groups use Artificial intelligence primarily for data analysis and content organization, not for fully automated journalism. Media professionals generally accept for its efficiency and improved audience targeting, though there are concerns that exist about job loss and ethical issues like biased algorithms and misinformation. Overall it reducing routine jobs and creating roles that emphasize creativity and strategy.

In 2022 Sánchez overviewed the "Addressing the impact of artificial intelligence on journalism: the perception of experts, journalist and academics." The study revealed that artificial intelligence has been becoming more prevalent in the era of mass media and newsroom and creating to the negative impact on journalism and on its ethics. Artificial intelligence is entering the newsrooms to enhance compliment journalist's capability when comes to content production. The result revealed that it may lead to biases, enforcement and disinformation and also highlights the concerns to objectivity. The author also found that it is the technology with the benefits and challenges and also relating ethical concerns that will impact on the future of journalism.

The development of best practices for accountability and transparency and the ethical concerns of Artificial intelligence in journalism, contribute to the advancement of ethical frameworks for Artificial intelligence usage in journalism, with the surety that the integration of Artificial intelligence tools enhances rather than the decrease of journalistic integrity. Generative Artificial intelligence can reduce costs and improve efficiency in journalism but might harm the quality of content and the audiences trust. Journalists need Artificial intelligence literacy, regular audits and a human oversight. Moreover, the transparency about Artificial intelligence use is essential to maintain trust and support ethical integration (Okonkwo, Njoku, & Okonkwo, 2024).

The study by Dhiman in 2023 is keenly focused on the rapid increase of the application of Artificial intelligence in journalism. It considers Artificial intelligence to be a double edged sword for the journalists. Many of the news organizations have already adopted Artificial intelligence for its good but it also poses a threat to accuracy and transparency. AI has transformed the ability to automate different tasks, improved decision making and has enhanced the user experience by producing advancements in machine learning, computer vision and robotics. Despite of all the advantages and disadvantages, Artificial intelligence in journalism is yet to realize its true potential.

### **Theoretical framework**

The diffusion of innovation theory of mass communication aligns with the context of this research. Artificial Intelligence is considered as innovation which is slowly entering into the field of journalism. This theory helps in understanding how the journalists in Balochistan learn about Artificial intelligence, share knowledge through communication channels and they decide whether to adopt or reject this technology. This research aims to integrate this theory to gain a comprehensive understanding of how innovation(AI) is diffused and adopted by journalists in Balochistan, and how they perceive it.

### **Diffusion of Innovation Theory**

The diffusion of innovation theory by Everette Rogers 1962 states how new technologies and ideas are adopted within a social system or the time. This theory describes the stages of adoption as innovators, early adopters, early majority, late majority and laggards. By categorizing the journalists among these categories it helps to analyze both the impacts of artificial intelligence on journalistic practices and perceptions of journalists.

### **Research Methodology**

The following study opts a qualitative research design as it is exploratory in nature and aims to determine the impacts of artificial intelligence on journalism and the perception of journalists in Balochistan. The qualitative method aligns with the topic of study to understand how the integration of Artificial intelligence is influencing the journalistic practices in the context of Balochistan.

The In-depth Structured Interview method is used as a primary data collecting tool.

The population comprises of all the professional journalists working in the province, but the sample drawn particularly from Quetta through probability random sampling, it is considered due to its significance as a regional media hub along with all the news bureaus involved in the journalistic practices are operated. total 8 journalists were selected as sample which cover perceptions from print, electronic and digital media.

### **Findings**

#### **4.1 Awareness and Familiarity with AI Technology**

The findings reveal that the majority of journalists in Balochistan are familiar with Artificial intelligence technologies. Out of eight participants, seven confirmed awareness of AI, while only one participant, representing the print media sector, denied having familiarity

with such technologies. This suggests that journalists working in electronic and digital media are more likely to be exposed to AI compared to those in print journalism. This indicates that awareness of AI among journalists in Balochistan is high, although not universal.

#### **4.2 Journalists' Use of AI in Reporting, News Making, and Data Gathering**

When asked whether they use AI technology in their journalistic work, responses revealed a mix of adoption and resistance. Out of eight participants, six reported using AI in some capacity, two said they did not use it at all, and one participant did not respond to the question. Among those who used AI, journalists described applying it in multiple areas of their work. Four participants noted that they employed AI in reporting, news making, data gathering, and research, suggesting a growing reliance on such tools for diverse newsroom tasks. One of these participants emphasized that AI should be treated as an assistance tool rather than a replacement for human judgment, reflecting caution about overreliance.

In contrast, two participants rejected AI use entirely, while one participant gave no response, indicating that not all journalists in Balochistan have integrated AI into their professional routines.

This distribution highlights that while AI adoption is increasing, its use remains uneven. For some journalists, AI is becoming a multifunctional tool that supports different aspects of reporting, while others remain hesitant or lack the exposure needed to integrate it into their work. This finding directly connects to the first research objective by showing that AI adoption exists, but at varied levels of engagement and understanding.

#### **4.3 AI Tools Used by Journalists in Balochistan**

When asked about the AI tools they use at work, responses clearly favored popular platforms, especially ChatGPT and Meta AI. Of the eight participants, six said they use at least one AI tool, while two said they do not use any AI tools at all.

Among the tools mentioned, ChatGPT emerged as the most frequently used, cited by four respondents. Journalists described ChatGPT as helpful in drafting content, rewriting news items, and assisting in reporting tasks. One participant noted: "I mostly use ChatGPT; it helps me rephrase news and generate quick drafts." (Participant 6). Meta AI was also highlighted, with three participants reporting its use. Other tools mentioned include Gemini and Deep Seek, each cited by two respondents, mainly for research and supporting content creation.

The presence of multiple tools in participants' responses suggests that journalists are experimenting with different AI platforms rather than relying on a single application. However, the fact that two respondents reported not using any AI tools underscores the uneven nature of adoption within Balochistan's journalism community.

Overall, these findings indicate that while AI tools are being introduced at an individual level, adoption is still fragmented and experimental, with no standardized tool usage across newsrooms.

#### **4.4 Journalists' Perceptions of Using AI in News Bureaus/Newsrooms of Balochistan**

When asked whether AI should be used in the news bureaus/newsrooms of Balochistan, responses revealed a range of perspectives, reflecting both optimism and caution. Out of the eight participants, six expressed clear support for the use of AI, one was uncertain, and one rejected the idea outright.

Several journalists emphasized the potential benefits of AI for efficiency, data journalism, and research. One participant explained: "Yes, it should be used in the newsroom. It is helpful for data journalism and research." (Participant 3)

Another participant highlighted AI's role in time management and multitasking, noting: "AI helps in time saving, data journalism, and news writing, especially when we are involved in multiple tasks." (Participant 8)

However, some participants stressed that AI should remain a supporting tool, not a replacement for human judgment. As one journalist remarked: "Yes, but it's just an assistance tool. Journalists should not fully rely or be dependent on it." (Participant 6)

Others were more cautious. One participant argued against introducing AI in newsrooms, while another remained uncertain about its role. Importantly, a participant who supported AI use also warned about the need for proper training before implementation: "Yes, but before usage, proper training should be given to journalists." (Participant 4)

This variety of responses indicates a generally positive perception of AI's potential, tempered by concerns about overreliance, lack of training, and ethical challenges. Overall, journalists in Balochistan appear open to adopting AI, but they emphasize that training, guidelines, and a balance between human and machine roles are essential for its effective integration into news bureaus/newsrooms.

#### **4.5 Use of AI in News Bureaus/Newsrooms of Balochistan**

When asked whether AI technologies have been officially introduced or are being used within news bureaus/newsrooms in Balochistan, all eight participants unanimously stated that AI is not currently being utilized. This indicates a complete absence of institutional adoption of AI tools in the formal newsroom environment.

For example, one respondent stated: "AI has not been introduced in our news bureau. Whatever use of AI exists is at a personal level by journalists." (Participant 2)

Another participant emphasized: "There are no official AI tools in the newsroom. We use them individually if needed, but the organization does not provide or promote them." (Participant 5)

This collective response suggests that while individual journalists may experiment with AI tools, media organizations themselves have not yet integrated AI into their editorial workflows. The lack of organizational adoption reflects several potential barriers, including:

Limited financial and technological resources in Balochistan's media sector, Absence of training and capacity-building programs on AI in journalism, Organizational hesitation or

skepticism about relying on emerging technologies. Thus, the findings highlight a significant gap between individual-level experimentation and institutional-level adoption. Journalists may be familiar with AI and even use it in their personal capacity, but news bureaus in Balochistan have not formally embraced or supported AI in their operations.

#### **4.6 Official Introduction of AI Tools and Training in News Organizations**

When asked whether their respective media organizations had officially provided training sessions related to AI, all eight respondents answered "No." For example, one participant explained: "There is no formal training or official AI initiative from our organization. Whatever we know about AI, we learn on our own." (Participant 3)

Another journalist highlighted: "The organization has introduced no AI tools. Individual journalists may explore AI, but the management has not taken any steps." (Participant 6)

This unanimous response suggests a complete lack of institutional support for AI adoption in Balochistan's media sector. While individual journalists may experiment with AI tools, organizations themselves have not established formal structures, such as training programs, policy guidelines, or the official adoption of AI in their editorial practices.

The absence of organizational involvement highlights several issues:

**Capacity gap:** Journalists are not being trained or equipped to effectively and ethically use AI in their work.

**Individual vs. organizational divide:** AI adoption remains personal and informal, rather than a structured newsroom practice.

#### **4.7 Journalists' Concerns and Suggestions about AI in Newsrooms/News Bureaus**

Although most respondents expressed some familiarity with AI and acknowledged its potential benefits, several journalists also highlighted important reservations and suggestions regarding its use in Balochistan's media context.

One recurring concern was that AI should only be treated as an assistance tool rather than a replacement for journalists. As one respondent put it: "AI is just an assistance tool. Journalists should not fully rely upon it, otherwise it will affect their originality and professional writing skills." (Participant 6)

Additionally, one journalist emphasized the linguistic barrier, pointing out that AI technologies often lack effectiveness in Urdu, which is the main medium of communication in Balochistan's media industry: "The medium of language here is Urdu, so AI should be updated in Urdu before it can be effectively used." (Participant 4)

These insights reveal that while journalists recognize the efficiency of AI in data gathering and time-saving, they also fear that overreliance on AI may erode fundamental journalistic skills. Furthermore, the lack of Urdu compatibility limits AI's practical application in local newsrooms. This demonstrates that for AI adoption to be meaningful in Balochistan, contextual adaptation and language inclusivity are essential.

## Conclusion

This study explored the impact of Artificial Intelligence (AI) on journalism, with a focus on the perceptions of journalists in Balochistan. The findings indicate that while journalists are largely aware of AI technologies, their actual adoption and organizational integration remain minimal.

Most respondents were familiar with AI, and several had personally experimented with tools such as ChatGPT, Gemini, DeepSeek, and Meta AI, particularly for data gathering, research, and assistance in news writing. However, when asked about AI's presence in news bureaus of Balochistan, all respondents confirmed that AI has not yet been officially introduced, nor have media organizations provided training sessions or formal integration strategies. This highlights a significant gap between individual familiarity with AI and institutional adoption.

Journalists' perceptions reflected a cautious optimism. Many acknowledged AI's potentials to support time-saving, data journalism, and multitasking, yet they also raised concerns about its risks. Some emphasized that AI should be treated only as an assistance tool, warning that overreliance could weaken journalistic writing skills and originality. Others stressed the importance of training before implementation and pointed out that AI must be updated for Urdu, as language remains a practical barrier in Balochistan's newsroom context.

AI is perceived as a valuable but supplementary tool in journalism. While individual journalists are beginning to adopt it in limited ways, the absence of organizational policies, Urdu-language integration, and formal training has restricted its broader use in Balochistan. Therefore, the findings suggest that AI's future in local journalism depends on a balanced approach one that embraces its benefits in efficiency and research, while safeguarding the core journalistic practices of writing, verification, and editorial independence. Through the lens of diffusion of innovation, the adoption of Artificial Intelligence in Quetta Balochistan is in early phase of diffusion marked by individual awareness.

## Recommendations

Based on the findings, the following recommendations are proposed:

- Media organizations in Balochistan should organize structured workshops and training sessions to build journalists' capacity in using AI responsibly for reporting, news writing, and data journalism.
- News organizations should develop clear policies and guidelines for AI integration, ensuring that AI tools remain supportive without replacing journalistic integrity and editorial judgment.
- Further studies can focus on comparisons between provinces, exploring how AI adoption differs across Pakistan and what lessons Balochistan can learn from more developed media centers.

- Encouraging news bureaus in Quetta to invest in the induction of artificial intelligence driven tools to support and improve the journalistic work as the need of the hour.
- It is suggested to conduct the inter province comparative studies among the journalists working in electronic media in comparison with the journalists working in print section to analyze their willingness to adopt artificial intelligence technology in their work practices.
- The induction of artificial intelligence as a compulsory course in the academic curriculum for journalism department at all the local universities.
- Additionally, it is suggested to the future researchers based on the findings of the current study, comparative studies on the knowledge that journalists in Balochistan have about artificial Intelligence can be conducted in contrast with the expertise of journalists in other provinces for further clarity.

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